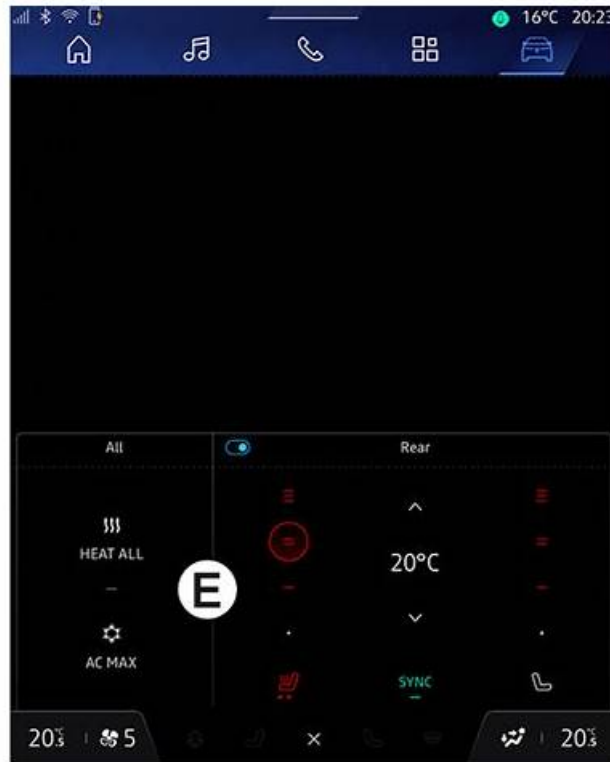


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SAP C-BCSCX-2502 Exam Syllabus Topics:

Topic	Details
Topic 1	Articulating Value and Business Outcomes: This subtopic evaluates the Consultant's skill in communicating the overall value of the SAP Customer Experience portfolio. It includes the ability to demonstrate how the integrated solutions lead to stronger customer engagement and ultimately support the achievement of key business outcomes.
Topic 2	Integration Across CX Solutions: This part focuses on how the various SAP CX solutions work together as an integrated system. It examines the Presales Consultant's understanding of how integration among commerce, customer data, marketing, sales, and service solutions enhances consistency, efficiency, and personalization across customer interactions.
Topic 3	Understanding the SAP Customer Experience Portfolio: This subtopic assesses the Presales Consultant's ability to grasp the structure and components of the SAP Customer Experience (CX) portfolio. It involves recognizing the key solution areas—commerce, customer data, marketing, sales, and service and understanding how they form a unified offering aimed at enhancing customer relationships.

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SAP Certified - Positioning SAP Business Suite via SAP Customer Experience Solutions Sample Questions (Q18-Q23):

NEW QUESTION # 18

How does SAP Service Cloud version 2 help organizations achieve their customer experience targets?

- A. By focusing on back-end service operations
- B. By executing marketing campaigns for product service
- C. By providing a dedicated self-service experience as a forecast
- **D. By connecting and delivering data from the value chain and process flow**

Answer: D

NEW QUESTION # 19

Which of the following KPIs are success metrics for the Chief Revenue Officer (CRO) persona?

Note: There are 3 correct answers to this question.

- A. Improved customer satisfaction and retention
- B. Innovate and stay ahead
- **C. Lower customer acquisition costs**
- **D. Optimize buying lifecycle**
- **E. Increased profitability**

Answer: C,D,E

NEW QUESTION # 20

What are some of the aspects that help differentiate SAP Customer Experience solutions in the market?

Note: There are 3 correct answers to this question.

- **A. Including integration capabilities**
- **B. Providing industry expertise**
- C. Providing expertise in purchase processes
- **D. Offering scalability and flexibility**

Answer: A,B,D

NEW QUESTION # 21

Which application would you use to execute an email campaign for a target group?

- A. SAP Customer Data Cloud
- B. SAP Service Cloud Version 2
- **C. SAP Emarsys**
- D. SAP Commerce Cloud

Answer: C

Which SAP Customer Experience solution helps accelerate sales cycles and boost conversion rates by leveraging a powerful deal prediction engine?

- Answer: C**

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